

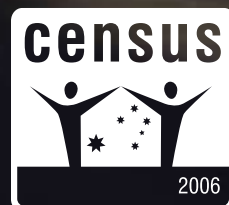
census

UPDATE

www.abs.gov.au/census

OCTOBER 2007 ISSUE 43

2ND RELEASE CENSUS DATA OUT NOW!



2006 DATA 2ND RELEASE • FREE STATS ON WEB • VISIT www.abs.gov.au



In this Issue

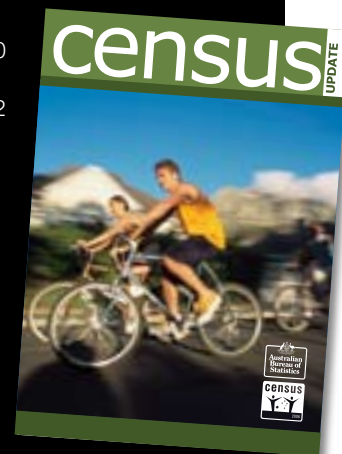
Census Corner	03
Census DataPacks	04
The 2011 Census - your chance to have a say	06
Time Capsule sealed for 99 years	08
Getting your Census Facts straight	10
New study paper on Internet access in Australia	11
In and around the Census	12
Planning for Business	14
2006 Census Release Timetable	15

census UPDATE

Census Update is a regular free newsletter from Corporate Communications at the Australian Bureau of Statistics.

Postal address
Locked Bag 10
Belconnen ACT 2616

Phone
1300 135 070
Fax
02 6252 8002



2006 CENSUS DATA

Developing the picture of our nation

Since the ABS began releasing results of the 2006 Census data in June this year, the ABS website has had unprecedented activity from the public accessing and using the extensive amount of free Census data.

The ABS is happy to announce that a further release of Census data has been published which allows users access to an even greater amount of free data online. The latest release includes data on topics such as:

Journey to work*

- Method of Travel to Work

Education*

- Level of Highest Educational Attainment
- Non-School Qualification: Field of Study
- Non-School Qualification: Level of Education

Employment*

- Employment Type
- Occupation
- Hours Worked

Usual Residence*

- Place of Usual Residence Five Years Ago
- Place of Usual Residence One Year Ago

Building upon the first release of data (in June 2007), the latest additions allow researchers, government agencies, schools and the general public to obtain a much clearer statistical picture of Australia.

How to access second release data?

When looking for the latest 2006 Census results, the ABS website should be your first stop. The easy to use free online products listed below have now been updated with second release data and there is a product to suit all users of Census data:

QuickStats - provides a summary of key Census Statistics and includes a short descriptive commentary for a selected area

MapStats - create your own thematic map of an area of interest

Census Tables - a quick and easy way of selecting individual Census data tables

Community Profile Series - including Basic, Indigenous, Time Series, Expanded and Place of Enumeration Profiles - provides a comprehensive statistical picture of an area through a series of tables.

*These are only a selected number of second release topics; for the full listing of topics, visit the ABS website www.abs.gov.au/census



Discover your community online at
www.abs.gov.au/census

CENSUS DATAPACKS

Meeting your data needs

A photograph of three business professionals in an office setting. A man in a light blue shirt stands in the center, leaning forward and smiling. To his left, a woman with dark hair and bangs, wearing a light grey blazer over a purple shirt, sits and smiles. To his right, a woman with blonde hair, wearing a grey blazer over a pink top, sits and smiles. They are all looking towards a laptop screen, which is partially visible at the bottom right.

To enquire if Census DataPacks
meets your data needs, call
1300 135 070 and speak with
an ABS information consultant.

What are Census DataPacks?

Census DataPacks are a comprehensive CD-ROM product that contain all of the 2006 Census of Population and Housing Community Profile Series data along with digital boundaries. There are seven profiles that make up the Census DataPacks series:

- Basic Community
- Place of Enumeration
- Indigenous
- Time Series
- Working Population
- Expanded Community and
- Estimated Residential Profiles.

They contain the main Census characteristics relating to persons, families and dwellings covering most topics on the Census form.

Census DataPacks are for those who are familiar with using Census data and its concepts. They are ideal for those with their own analysis systems or databases as the data is contained on a CD-ROM which can be easily imported into existing systems ready for manipulation. Census DataPacks contain data for all of Australia, down to Collection District (CD) levels depending on the profile, and the digital boundaries 'in bulk'.

Census DataPacks would be a valuable resource for use by researchers and academics, as well as small and large businesses and government agencies.

What formats are Census DataPacks available in?

The Community Profile data contained in the DataPacks comes in Comma Separated Variable (CSV) format while the Digital Boundaries are in Geographic Information System (GIS) formats 'Mid/Mif' and 'ESRI.shp'.

Basic Community Profile DataPack (cat no. 2069.0.30.001)

This is the primary profile DataPack consisting of key person, family, and dwelling characteristics based on place of usual residence (where Census respondents usually live).

First Release August 2007

Second Release 25 October 2007

Indigenous Profile DataPack (cat no. 2069.0.30.002)

The Indigenous Profile DataPack contains data on key Census characteristics of the Indigenous population, along with some data for comparisons with the non-Indigenous population.

First Release August 2007

Second Release 25 October 2007

Time Series Profile DataPack (cat no. 2069.0.30.003)

The Time Series Profile DataPack compares data from the 1996, 2001, and 2006 Censuses and is based on place of enumeration (where Census respondents were located on Census Night).

First Release August 2007

Second Release 26 November 2007

Place of Enumeration Profile DataPack (cat no. 2069.0.30.004)

This DataPack is based on where the Census respondent was counted on Census Night 8 August, 2006.

First Release September 2007

Second Release 26 November 2007

Expanded Profile DataPack (cat no. 2069.0.30.005)

Contains all the information from the Basic Community Profile DataPack in addition to data on relationships within a family, living costs, and dwelling structures based on place of usual residence.

First Release September 2007

Second Release 26 November 2007

Working Population Profile DataPack (cat no. 2069.0.30.006)

The Working Population Profile DataPack is based on Place of Work and contains key Census characteristics of the working population.

First and only Release 19 December 2007

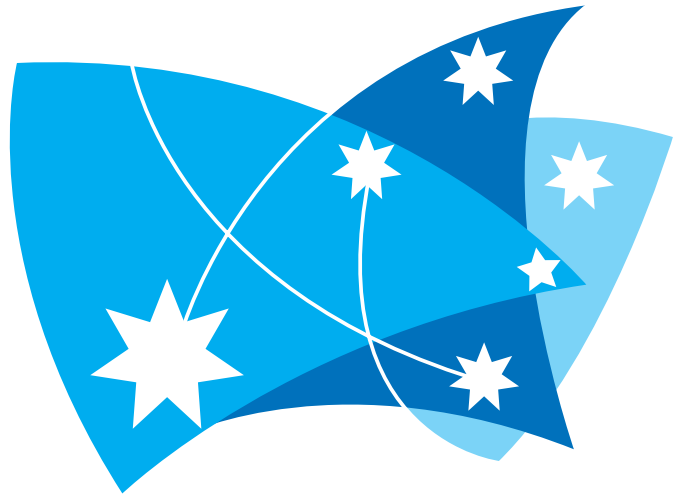
Estimated Resident Population DataPack (cat no. 2069.0.30.007)

This DataPack contains data about Australia's Estimated Resident Population.

First and only Release August 2008

Each Census DataPack is priced at \$115. To see if Census DataPacks meets your data needs or to order, simply call the National Information and Referral Service on **1300 135 070**.

THE 2011 CENSUS



Your chance to have a say

While continuing to deliver more new and exciting products and services from the 2006 Census, the ABS is turning its attention to the next Census of Population and Housing to be held in August 2011.



The ABS are inviting public comment on the content and procedures of the next Census. The invitation to have a say in the way the nation's largest statistical collection is undertaken is contained in the Information Paper: 2011 Census of Population and Housing: ABS Views on Content and Procedures which will be released on 26 October 2007.

This is the first in a series of information papers about the 2011 Census. It marks the first step in the public consultation process for 2011 and outlines ABS proposals for the next Census, including:

- procedures for conducting the Census
- arrangements to protect the privacy of individuals
- measures to ensure the confidentiality of the information collected
- topics to be included
- topics under review, including new topic proposals
- topics to be excluded



How do I make a submission?

Submissions can be lodged either online, by email or in hardcopy. The submission period opens on 26 October 2007 and will close on 31 March 2008. Users of Census data and interested members of the public are invited to make submissions on any aspect of the Census.

The Information Paper and Submission Form will be available on the ABS website (for free download) at **www.abs.gov.au/2011censusviews**. Information and guidelines about making a submission are also available from the website.

Information Sessions

Information sessions on 2006 Census products and 2011 Census Topic Consultation are planned for each capital city during October and November 2007. These meetings are open to all interested members of the public and provide an opportunity to hear more about plans for the next Census, meet ABS staff and ask questions.

In addition to providing copies of the Information Paper to individuals and organisations with an interest in Census data, the ABS will notify the public of the release of the Information Paper through:

- advertisements placed in major newspapers across the country
- media releases
- the ABS website

What happens next?

Following the assessment of submissions and consultation meetings, recommendations on the content and procedures of the 2011 Census will be discussed with the Australian Statistics Advisory Council later in 2008. The ABS will then prepare a submission to the Federal Government during 2009. A final decision on the 2011 Census topics is expected to be made by the Federal Government in late 2009. The ABS will then release a further Information Paper outlining the final nature and content of the 2011 Census.

All individuals or organisations who have made submissions will be advised of the final outcomes.

For more information on the planned 2006 Census products and 2011 Census Topic Consultation information sessions, please visit the ABS website at **www.abs.gov.au**.

TIME CAPSULE SEALED FOR 99 YEARS!

All 2006 Census respondents had the option to consent to have their name identified Census information kept by the National Archives of Australia for 99 years. If you answered 'yes' and signed the 2006 Census form then your Census information has been microfilmed and is being kept confidential by the NAA until its release in 2105.



Australian Statistician, Mr Brian Pink, hands over the Time Capsule information to NAA Director-General, Mr Ross Gibbs

At a media event held on September 13 at the National Archives of Australia in Canberra, the Australian Statistician Mr Brian Pink symbolically handed over the Census Time Capsule to the Director-General of the NAA Mr Ross Gibbs. The NAA are now the custodians of the information.

At the event, Mr Pink stated 'Census information is invaluable to governments, business and community groups as it is a definitive source of information about the nation's most important resource, its people. Every day decisions are made using Census information to help plan for the future.'

A total of 11,256,886 people, or more than half the people recorded in last year's Census of Population and Housing, chose to have their name identified Census information stored for 99 years. The participation rate increased by 3.4% to 56.1% from 2001.

As well as having the highest eCensus participation rate during the 2006 Census, the ACT also achieved the highest retention rate with 65.0% of Canberrans choosing to have their Census information retained by the National Archives.

Mr Pink also said 'according to genealogists and social historians, when the vault is opened it will give those researching their family history a far more detailed snapshot of how their descendents lived at the beginning of the twenty-first century.'

'However, you do not need to wait 99 years to access the wealth of information collected in the 2006 Census, as there are a quarter of a billion data items already available for free on the ABS website.'

Mr Pink stated that 'now that the transfer process is complete, the ABS has destroyed all its name-identified paper Census forms and will be destroying the computer records over the coming months. This is in line with long established practices and the confidentiality assurances given to the Australian public.'



NAA Director-General Mr Ross Gibbs signs custodianship of the Time Capsule data that Australians elected to have retained by the NAA for 99 years as the Australian Statistician, Mr Brian Pink, looks on

Originally included on the 2001 Census Form for the Centenary of Federation project, the retention question will now be asked for each Census.

Getting your Census Facts straight... **from the ABS website**

The ABS is committed to providing the users of Census data with up to date information on the Census. One way the ABS does this is by producing Census Fact Sheets which are designed to assist in the use and interpretation of Census data. They provide a summary of conceptual and data issues, and changes that have occurred since the last Census.

There are currently 12 Census Fact sheets available via the website and they cover topics such as:

- **Measures of Unpaid Work:** provides you with information relating to unpaid work which includes voluntary work, domestic work and caring for others;
- **Ancestry:** contains information about the ancestry of people living in Australia;
- **Internal Migration:** provides information about the movement of people from one area to another within Australia.

Keep your eye on the ABS website for new releases of Census Fact Sheets as they may well assist you in clarifying data issues or changes from the previous Census. They can be found on the 2006 Census Reference and Information link on the Census entry page of the ABS website **www.abs.gov.au/census**.

If you would like more information about any of the 2006 Census products or services, simply check out the Census pages on the ABS website, call the National Information and Referral Service on **1300 135 070**, or email **client.services@abs.gov.au**.



Did you know

1.69 Million hits were recorded on the ABS website in the three hours from 9.00 am - 12.00 pm following the launch of Census data on 27 June, 2007. Web traffic was so high that ABS staff were requested to refrain from accessing their own website!

In recent years there has been a strong policy focus as well as community interest on Internet access and its use in Australia. Policy makers are increasingly focussing on the economic and social impacts arising from adoption and use of information and communication technology. People with less opportunity to access the Internet are believed to be disadvantaged socially and economically.

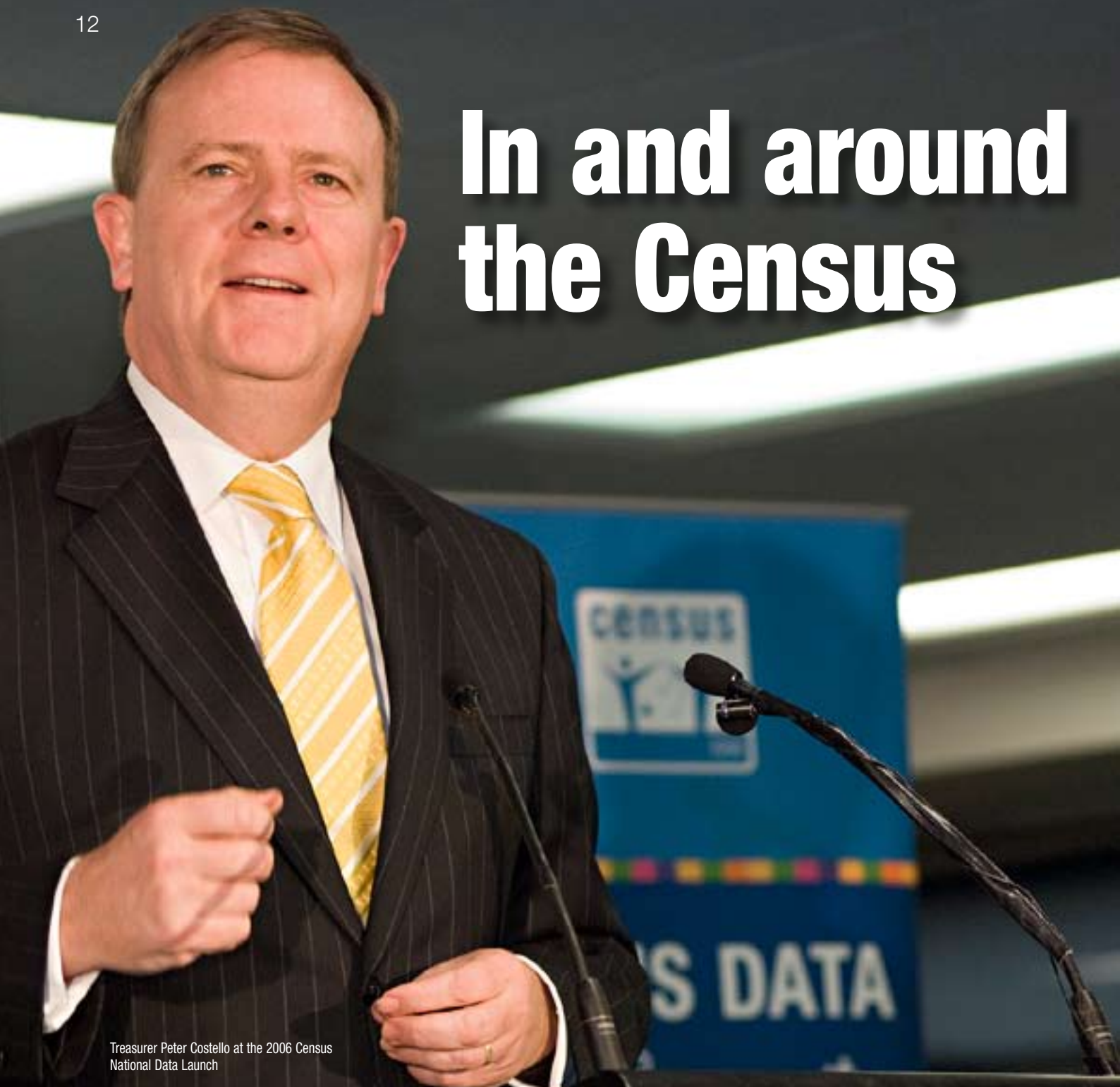
New study paper on Internet access in Australia...

A new paper by the ABS 'Patterns of Internet access in Australia' 2006 (Cat. no. 8146.0.55.001) examines the spatial distribution of the Internet. In particular, it looks at broadband access by households and the influence of socio-demographic characteristics such as household income and major expenditure; family and household characteristics; education level; occupation; labour force and Indigenous status. The relationship of these variables to Internet and broadband access are also explored using regression modelling and where possible, comparisons are made with 2001 Census and other related survey data.

The paper is due to be released on 29 November 2007 and will be available free via the ABS website www.abs.gov.au



In and around the Census



Treasurer Peter Costello at the 2006 Census National Data Launch



Treasurer Peter Costello, congratulates Australian Statistician, Mr Brian Pink, on a job well done



Planning Institute of Australia Conference at the Adelaide Town Hall



The ABS attended the Spatially Enabling Government Showcase

The past few months has been a very busy period with the first release of Census data in June, right through until the just published second release data. During this time the ABS and the Census program have maintained a steady presence at events around Australia highlighting the important nature of the Census and its benefit to our communities. Here is a taste of what “The Census” has been up to...



Students from Richmond West Primary School sing the National Anthem at the National Data Launch



Treasurer Peter Costello addresses the media at the National Data Launch



ABS Staff member, Pam Balfour, at the ABS stand at the Public Libraries Conference in Adelaide



Kirrin Haynes, Assistant Director Census Products, Yuliya White and Director of Census Geography, Alistair Nairn, at the ABS display in the Mural Hall at the New Parliament House

Planning for Business

In addition to the wealth of free information the Australian Bureau of Statistics (ABS) makes available on the website, the ABS also offers customised solutions where you can purchase specific and more detailed information to meet your particular need. This tailored service provided by the ABS Information Consultancy Service is priced to meet costs in delivering such information to you.

Below is an example of how the ABS can help a small business determine the best location for a new store.

Robyn is responsible for the business development of a homewares retail chain in Victoria. The company's customer profile tell her their target market is people who either own, or are purchasing their home; are aged 30 – 55 years; and have a weekly income of \$600 or more. Robyn needs to know if her company's stores are properly located to attract these people, and, if not, where better to locate them. Her aim is to increase the company's presence in the market.

The company is planning to open a new store in Victoria, and Robyn thinks that a store in the Greater Geelong area will fit the profile. To confirm this, she orders tailored data through the ABS' priced consultancy service. The data Robyn receives allows her to compare the profiles of possible locations, including Greater Geelong.

Greater Geelong fits the company's customer profile along with seven other locations: Casey, Knox, Yarra Ranges,

Brimbank, Maroondah, Moonee Valley and Greater Dandenong. Before finalising her proposal, Robyn seeks out other relevant indicators to compare the eight identified locations. Robyn uses the free

People aged 30–55 years, who have a weekly income of \$600 or more, and who own or are purchasing their home, selected Local Government Areas, Victoria

Local Government Area	Tenure type		
	Fully owned no.	Being purchased no.	Total fully owned and being purchased (a) no.
Casey	5 985	29 767	35 752
Greater Geelong	7 698	19 989	27 687
Knox	6 581	20 195	26 776
Yarra Ranges	5 367	18 874	24 241
Brimbank	7 608	13 609	21 217
Maroondah	4 075	12 935	17 010
Moonee Valley	6 203	11 552	17 755
Greater Dandenong	4 228	7 679	11 907

(a) Excludes being purchased under a rent/buy scheme.

Source: ABS data available on request, 2006 Census of Population and Housing

data on the ABS website, and identifies the Greater Geelong Local Government Area as the most suitable for her business case because:

- it had an estimated population of 197,479 people in August 2006
- between 2001 and 2006, Greater Geelong had the 7th largest five year population growth of all Local Government Areas in Victoria



- in 2006, there were 76,911 occupied private dwellings, and over 1,350 new residential dwellings were approved during 2006-07
- more than 70% of homes located in Greater Geelong are either fully owned or being purchased
- tourist accommodation room occupancy rates for Greater Geelong were 67.9% during March 2007
- in June 2007, the trend estimate for household goods retailing in Victoria increased by 0.5% on the previous month.

Robyn has combined her customer profile with free and purchased statistical data to assist in identifying the most appropriate area to locate a new business. In the process Robyn has also obtained information that will help her company in planning for continued business success.

Contact an ABS Information Consultant now to assist you to make informed decisions.

Phone: **1300 135 070**

Email : **client.services@abs.gov.au**

2006 Census Release Timetable*

QuickStats

First Release: 27 June 2007

Second Release: 25 October 2007

MapStats (previously QuickMaps)

First Release: 27 June 2007

Second Release: 25 October 2007

Census Tables

First Release: 27 June 2007

Includes Time Series tables for

Place of Usual Residence

Second Release: 25 October 2007

Community Profiles

- **Basic**

First Release: August 2007

Second Release: October 2007

- **Indigenous**

First Release: August 2007

Second Release: October 2007

- **Place of Enumeration**

First Release: August 2007

Second Release: November 2007

- **Expanded**

First Release: August 2007

Second Release: November 2007

- **Time Series**

First Release: August 2007

Second Release: November 2007

- **Working Population**

Expected December 2007

Census DataPacks

First Release: from August 2007

Second Release: from October 2007

CDATA Online

First Release: TBA

Second Release: TBA

SEIFA 2006

March 2008

TableBuilder

TBA

Census Sample File

March 2008

Social Atlas Series

Early 2008

Picture of the Nation: The Statistician's Report

June 2008

The Census Dictionary

May 2006

Census Fact Sheets

Released progressively

Digital Boundaries

First Release: July 2007

Second Release: TBA

* accurate at the time of printing

More information required? Use Census Information Consultancy

If the information you require does not appear to be available in the standard product range, please contact an ABS Information Consultant. They can advise you on customised 2006 Census data, tailored to suit your specific needs. Customised Census tables are a priced service and prices will vary depending on the complexity and size of the data tables requested. Call 1300 135 070 or email client.services@abs.gov.au to receive a tailored information solution.

ABS Offices in your State/Territory

Central Office (Canberra)

ABS House
45 Benjamin Way
Belconnen ACT 2617

Locked Bag 10
Belconnen ACT 2616

New South Wales

5th Floor
St Andrews House
Sydney Square
Sydney NSW 2000

GPO Box 796
Sydney NSW 2001

Victoria

5th Floor
Commercial Union Tower
485 LaTrobe Street
Melbourne VIC 3000

GPO Box 2796Y
Melbourne VIC 3001

Queensland

Level 3
639 Wickham St
Fortitude Valley
QLD 4006

GPO Box 9817
Brisbane QLD 4001

South Australia

9th Floor
ANZ House
11 Waymouth Street
Adelaide SA 5000

GPO Box 2272
Adelaide SA 5001

Western Australia

Level 15
Exchange Plaza
Sherwood Court
Perth WA 6001

GPO Box K881
Perth WA 6842

Tasmania

200 Collins Street
Hobart TAS 7000

GPO Box 66A
Hobart TAS 7001

Northern Territory

7th Floor
AANT House
81 Smith Street
Darwin NT 0800

GPO BOX 3796
Darwin NT 0801

ACT

Level 5
33-35 Ainslie Avenue
Canberra City,
ACT 2601

Locked Bag 10
Belconnen ACT 2616

FOR MORE INFORMATION

WEB

Visit www.abs.gov.au and follow the Census link to check out new and future Census developments as they happen.

***ABS Statistics
are FREE online***

PHONE

Call the National Information and Referral Service on **1300 135 070**.

census.users@abs.gov.au



The best way to be kept informed of Census data releases and receive the latest news from the Census program is through **census.users@abs.gov.au**.

This free email notification service ensures you are kept up to date with the latest Census developments. Links within the emails will take you to relevant parts of the ABS website for information on current issues and Census data.

HOW TO JOIN

Simply send an email to census.users@abs.gov.au and type 'add to census email' in the subject field. Your details will automatically be loaded to the alert system.

Take advantage of this fast information service and receive the latest Census news, including the Census Update newsletter, direct to your desktop.

If at any time you wish to stop receiving these informative updates, send an email to the above address and type 'remove from census email' in the subject field.

